

Vinexpo – Rodolphe Lameyse appointed Chief Executive Officer

***Bordeaux, April 3rd, 2019* - Rodolphe Lameyse will take up his post as Chief Executive Officer of the Vinexpo group on 16 April 2019.**

As an international trade event organisation specialist, he will use his background in international exhibition management to develop the Vinexpo brand worldwide for the benefit of the entire Wine & Spirits sector. He will be supported by a close-knit team who have demonstrated unique know-how and success in creating specialist events in the wine and spirits sector.

For Christophe Navarre, President of Vinexpo, “the expertise and the understanding of key markets of Rodolphe Lameyse will enable The Vinexpo Group to increase its development and boost market shares.”

Before joining Vinexpo, he was based in Singapore, and managed the Food & Hotel Asia portfolio, Asia’s largest trade show dedicated to the food, beverage and hotel equipment industry, for the Informa group.



Highly experienced in working in international and competitive environments, his conference and trade show expertise, together with his experience in marketing, make Rodolphe Lameyse an important asset at a time when the Vinexpo brand is reinventing itself in a competitive international climate.

“Vinexpo has grown thanks to the quality of the offer available at each of its shows, the relevance of its content and the return on investment it generates. We’ll continue to expand Vinexpo shows together, in France and internationally, and provide our customers with solutions, in order to cement our role as the global leader for all players in the international wine and spirits sector” declared Rodolphe Lameyse.

About Rodolphe Lameyse

Rodolphe Lameyse, 46, graduated from Kedge Bordeaux (formerly Sup de Co Bordeaux) and holds an MBA from HEC Paris.

As Head of Marketing and Client Services at Reed Midem in France, he oversaw digital marketing, e-business and the entire customer experience, from visitor recruitment to the in-show experience.

Based in Singapore since 2014, initially managing a consulting company within the exhibitions industry, he then joined Informa (formerly UBM) as Director of Food & Hotel Asia (FHA) events.

With more than 20 years’ experience under his belt, Rodolphe has helped his customers to establish and foster their brands’ international penetration through in-depth knowledge of his clientele and the implementation of brand repositioning and international expansion strategies. In each of his roles, he has deployed his trade show expertise to deliver strong added-value to exhibitors and visitors, in step with global consumption and distribution patterns.

About Vinexpo

Since its establishment in Bordeaux in 1981, on the initiative of Bordeaux Gironde's Chamber of Commerce and Industry, Vinexpo has been a leading organizer of events for the wine and spirits industry. In 38 years, Vinexpo has developed a unique understanding of the market and an extensive network of key distributors around the world. The brand currently runs exhibitions in five set locations (Bordeaux, Hong Kong, New York, and soon Shanghai and Paris), and the touring event Vinexpo Explorer. Every year, the Group also publishes the Vinexpo/IWSR Report, which is the most comprehensive survey on the global consumption of wine and spirits.

**For more information visit Vinexpo.com
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